

AMSOIL®

▶ PREFERRED CUSTOMER EDITION

MAGAZINE

DECEMBER 2011

Study Reveals AMSOIL Synthetic Lubricants Increase Fuel Economy

PAGE 6

6.54%
Increase in Fuel
Economy

AMSOIL Year in Review | PAGE 10

Stationary Natural Gas
Engine Oil Provides
Improved Performance | PAGE 11

Three Tiers of AMSOIL PERFORMANCE

HOW OFTEN DO YOU CHANGE YOUR OIL?

**SIGNATURE
SERIES**

**ONCE
PER
YEAR**



XL
EXTENDED LIFE

**TWICE
PER
YEAR**



OE
ORIGINAL
EQUIPMENT

**ACCORDING
TO OWNER'S
MANUAL**



Whatever your comfort zone, we've got you covered.

AMSOIL
The First in Synthetics®

**STAFF****Editor**

Kevin McBride
Vice President, Marketing & Communications

Associate Editor

Joel Youngman

Publication Manager

Terry Johnsen

Staff Writers

Kathy Anderson
John Baker
Terry Johnsen
Joel Youngman

Graphic Design Manager

Jeff Spry

Senior Graphic Designer

Luke Boynton

Content Contribution

Jeremy Meyer
Mark Nyholm

Editorial Contribution

Len Groom

Advertising

Ed Newman

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www.amsoil.com

President and CEO

A.J. Amatuzio

Executive Vice President and COO

Alan Amatuzio

Executive Vice President and CFO

Dean Alexander

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Testimonials

AMSOIL INC.
Communications Department
The AMSOIL Building
925 Tower Ave.
Superior, WI 54880
testimonials@amsoil.com

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**THE COVER**

A 6.54 percent increase in fuel economy can save diesel fleet owners thousands of dollars.

From the President's Desk

This past year AMSOIL INC. invested heavily to heighten our brand awareness and expand sales opportunities for Dealers in all markets, and there is no doubt in my mind that these investments have positioned all Dealers for even greater success in 2012.

It all starts with products, and we were on target with several introductions this past year. The reformulation of our Signature Series line to meet the most current industry specifications arms Dealers with the most advanced motor oil on the market. Its 25,000-mile drain interval recommendation sets the standard among all other oils, and as other companies promote the benefits of their new "extended-drain" oils, AMSOIL customers can be assured their oil of choice represents the absolute best in extended-drain technology. No other motor oil provides the value that our Signature Series oil provides.

We also expanded our main three tiers of motor oil to include lighter viscosity grades. As auto manufacturers push for improved fuel efficiency, AMSOIL Dealers are equipped with a full range of options. It all leads to satisfied customers and increased sales.

Our new OE 15W-40 Synthetic Diesel Oil opens new markets, as well. Like our OE gasoline oils, OE Diesel has great appeal to those who are not yet interested in extending their oil drain intervals or aren't willing to pay the extra upfront cash for a more expensive diesel oil.

Even more opportunities were created with the introduction of a few specialized oils. Our new Z-ROD Synthetic Motor Oil with its high-zinc/high-phosphorus formulation has had significant impact on the classic car market. Many classic car owners have come to trust the advanced technology that only AMSOIL delivers. Along similar lines, our new Break-In Oil and Assembly Lube are quickly gaining ground in a highly specialized market. These oils

have engines builders at all levels now shifting their loyalties to AMSOIL.

Our increased investment in advertising will have a long-term impact on sales. Beyond the television exposure we receive through our extensive involvement with racing, our online and magazine advertising will reach millions of more eyes. AMSOIL banner ads focusing on our passenger car motor oils are now appearing on several popular sites and networks, including Yahoo, Adtegrity and NASCAR. It is estimated this effort will serve up 122 million impressions. And our magazine advertising, which has traditionally focused on power sports and other niche markets, has been expanded to the passenger car market. AMSOIL ads appearing in both *Popular Mechanics* and *Car and Driver* magazines are reaching approximately 10 million readers each month.

Several field tests we have done will also weigh heavily on our success next year. On page ten of this issue of your *Magazine* you will find a summary of fuel economy testing we did with Ford Motor Company. Essentially, identical Kenworth short-to-medium-haul diesel trucks were compared using high-quality conventional lubes and AMSOIL diesel oil, transmission fluid and gear lube. All test variables were meticulously controlled, and the results were not shocking. The AMSOIL lubes provided 6.54 percent better fuel economy than the conventional lubes. Read it for yourself. It is concrete data Dealers can use to increase sales in the cost-conscious diesel fleet market. More field study test results will follow.

Beyond the investments the company has made to ensure our

continued growth, significant trends in the industry are leaning in our favor. Vehicle manufacturers are requiring synthetic oil in more models each year, and this will continue as the demands on lubricants become greater with the ongoing push for fuel efficiency and the advancements in engine and component design. Currently, sources reveal the synthetic oil market in North America stands at roughly 9 percent, up from 5 percent in 2005. This, along with the push for extended drain intervals, will move demand for AMSOIL lubricants.

As we look ahead to a prosperous new year, I wish you all a healthy and happy holiday season.



A.J. "Al" Amatuzio
President and CEO, AMSOIL INC.

Dean Alexander
Executive V.P. /
Chief Financial Officer

Alan Amatuzio
Executive V.P. /
Chief Operating Officer

A.J. "Al" Amatuzio
President &
Chief Executive Officer

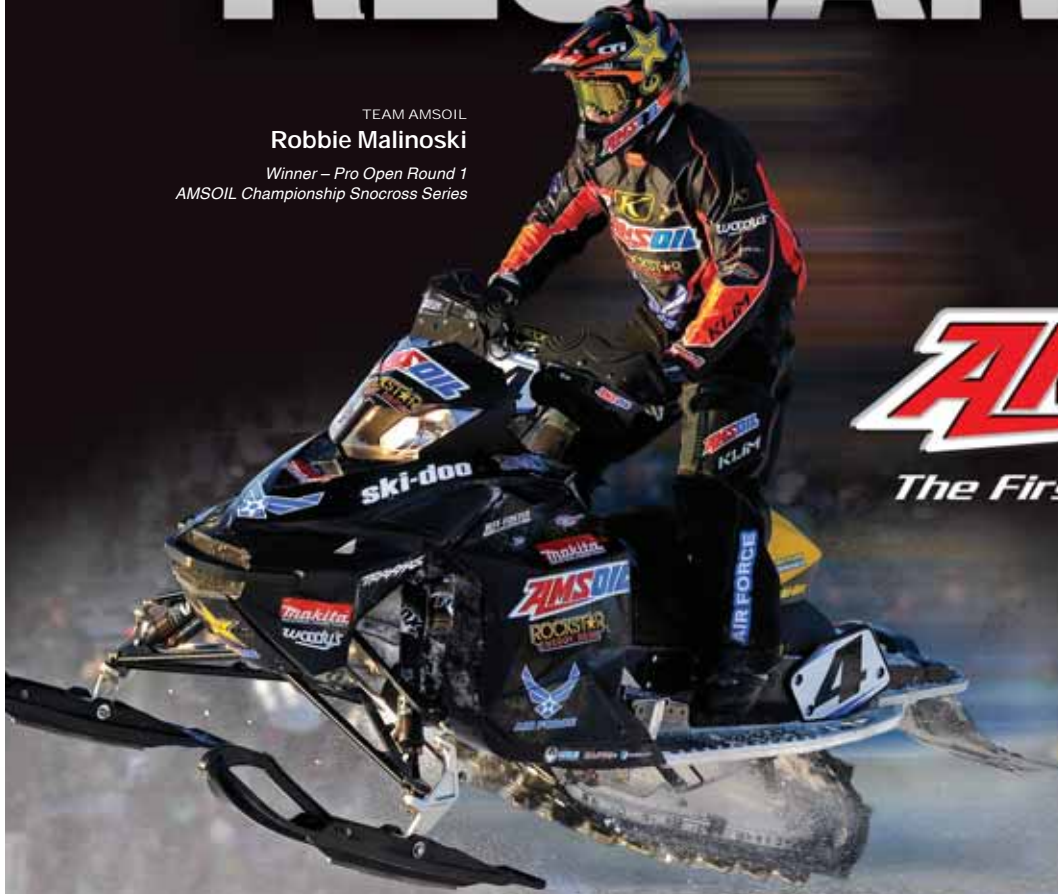


RACING IS RESEARCH™

TEAM AMSOIL

Robbie Malinoski

Winner – Pro Open Round 1
AMSOIL Championship Snocross Series



AMSOIL®

The First in Synthetics®

"There's only one oil
I trust to protect
my ROTAX® engines."

Steve Scheuring

Owner, Scheuring Speed Sports

ROTAX® is a registered trademark of BRP.



STUDY REVEALS AMSOIL SYNTHETIC LUBRICANTS INCREASE FUEL ECONOMY 6.54 PERCENT IN DIESEL TRUCKING APPLICATIONS

To demonstrate the fuel economy benefits of its synthetic lubricants, AMSOIL INC. simultaneously compared fuel consumption in two nearly identical 2001 Kenworth T800B short- to medium-haul diesel trucks in accordance with the SAE J1321 In-Service Fuel Consumption Test Procedure. The procedure's primary goal is to eliminate all operating and environmental variables that may influence fuel economy – except lubricant selection.



Methodology

The industry-standard SAE J1321 In-Service Fuel Consumption Test Procedure consists of a baseline segment and a test segment. Prior to initiating the baseline segment, both vehicles, one designated the control vehicle and the other designated the test vehicle, underwent a thorough lubricant flushing procedure before installation of Texaco® URSA® Super Plus 15W-40 in each vehicle's engine and Texaco Multigear EP 80W-90 in each vehicle's transmission and front and rear differentials. To ensure consistent results, both vehicles exhibited the following specifications:

- Cummins N14 engine
- Eaton Fuller 10-Speed Concept 2000 transmission
- Meritor RT-40-145 differential with 3.73 gear ratio
- Nearly identical gross vehicle weight ratings
- Approximately 750,000 miles
- Identical trailers weighing 16,500 lbs. and hauling 15,500 lbs. of cargo

Thorough maintenance also equalized tire pressure, tire condition, brake condition and other mechanical variables.

Baseline Segment

With both vehicles suitably prepared, the baseline segment of the procedure began. Each vehicle was positioned at the start of a predetermined 40-mile test route beginning and ending at Ford's Rawsonville, Mich. fleet maintenance facility.*

On cue, both vehicles executed the first complete run on the test route. Both drivers maintained identical speeds, engaged the cruise control simultaneously, braked appropriately and maintained adequate spacing to prevent aerodynamic interaction.

Following the run, data from each vehicle's engine control module were collected. The total gallons of fuel consumed in the test vehicle was divided by the total gallons of fuel consumed in the control vehicle to produce what's known as a Test/Control (T/C) ratio for that particular run. The vehicles then refueled from the same pump in preparation for the next baseline segment run, and repeated the process until the required data was compiled.

Synthetic Lubricants Used

After completing the baseline segment, the test vehicle alone again underwent the flushing procedure, the lone difference being installation of the following AMSOIL synthetic lubricants:

- Engine: Premium API CJ-4 5W-40 Synthetic Diesel Oil (DEO)
- Transmission: SAE 50 Long-Life Synthetic Transmission Oil (FTF)
- Front and Rear Differentials: 75W-90 Long-Life Synthetic Gear Lube (FGR)

Test Segment

With the control vehicle still using Texaco conventional lubricants and the test vehicle operating with AMSOIL synthetic lubricants, the test segment was initiated. Six complete runs were executed to accumulate the required data, with each run conducted according to the same procedures used during each baseline segment run.

Continued on page 8



*Note: The participation of the Ford fleet does not reflect an endorsement of AMSOIL INC. or AMSOIL products.

Table 1 Baseline Segment Results

	Run 1	Run 2	Run 3	Run 4	Run 5
Gal. Consumed in Control Vehicle (w/ conventional lubricants)	5.9	5.6	5.5	5.7	5.5
Gal. Consumed in Test Vehicle (w/ conventional lubricants)	6.0	6.0	5.8	6.3	5.9
T/C Ratio	1.02	1.07	1.05	1.11	1.07

To eliminate statistical anomalies, only T/C ratios within a two percent range are used.

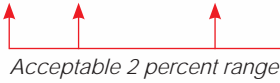
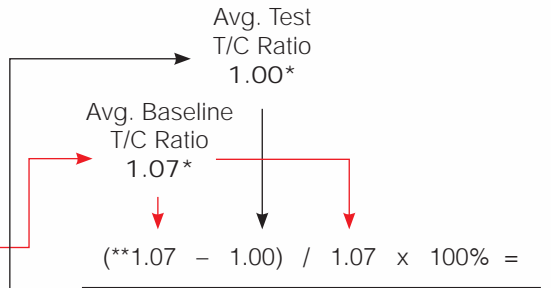
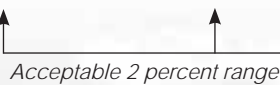


Table 2 Test Segment Results

	Run 1	Run 2	Run 3	Run 4	Run 5	Run 6	Run 7
Gal. Consumed in Control Vehicle (w/ conventional lubricants)	5.7	5.7	5.5	5.5	5.7	5.5	5.8
Gal. Consumed in Test Vehicle (w/AMSOIL synthetic lubricants)	6.0	5.7	5.8	5.7	5.7	5.7	5.8
T/C Ratio	1.05	1.00	1.05	1.04	1.00	1.04	1.00

To eliminate statistical anomalies, only T/C ratios within a two percent range are used.



6.54% Improved Fuel Economy using AMSOIL Synthetic Lubricants

* Calculated using rules for significant digits.
 ** (Avg. Baseline T/C Ratio) - (Avg. Test T/C Ratio) / (Avg. Baseline T/C Ratio) x 100%



Continued from page 6

Baseline & Test Segment Results

Fully grasping how fuel economy results are determined using the SAE J1321 In-Service Fuel Consumption Test Procedure requires an understanding of how T/C ratios are calculated. Using the results of Run 5 as an example (Table 1), the T/C ratio for that particular run (1.07) is calculated by dividing 5.9 (gallons of fuel consumed in the test vehicle) by 5.5 (gallons of fuel consumed in the control vehicle).

SAE J1321 requires conducting runs until three T/C ratios within a 2 percent range are achieved. As seen in Table 1, the baseline segment required five complete runs to achieve three acceptable T/C ratios, while the test segment (Table 2) required six (the first run was conducted solely to facilitate the flushing procedure and was discounted from the final results). This requirement helps eliminate statistical anomalies that skew final results.

Final Fuel Economy Results

The three baseline segment T/C ratios within a 2 percent range were averaged to produce the Average Baseline T/C Ratio (1.07). The ratio indicates for every 1.00 gallon of fuel consumed by the control vehicle (installed with conventional lubricants), the test vehicle (also installed with conventional lubricants) consumed 1.07 gallons of fuel. It is immediately evident the test vehicle displayed worse fuel economy during the baseline segment compared to the control vehicle despite both using conventional lubricants. This portion of the test procedure identifies the natural differences in fuel consumption between identically equipped vehicles.

The three acceptable test segment ratios were likewise averaged to produce the Average Test T/C Ratio (1.00), indicating for every 1.00 gallon of fuel consumed by the control vehicle (with conventional lubricants), the test vehicle (with AMSOIL synthetic lubricants) also consumed 1.00 gallon of fuel. Applying the natural differences identified in the baseline segment between the control vehicle and the test vehicle (which demonstrated worse fuel economy despite both having operated with conventional lubricants), the switch to AMSOIL synthetic lubricants resulted in increased fuel economy. Determining the exact percentage requires completing the equation shown on page 7.

Conclusion

Testing completed in compliance with the industry-standard SAE J1321 In-Service Fuel Consumption Test Procedure demonstrates use of AMSOIL synthetic lubricants in short- to medium-haul diesel applications can increase fuel economy, and in this case did by 6.54 percent. Although this study was completed using full-sized semi trucks and 53' closed-box trailers, these results can be extrapolated to conclude that the fuel economy benefits extend to all types of fleet applications and can reduce costs in a variety of scenarios, including small fleets accumulating relatively few daily miles per vehicle and larger fleets accumulating significantly more.





Len Groom | TECHNICAL PRODUCT MANAGER – POWERSPORTS

Two-stroke specifications differ greatly from their four-stroke counterparts.

While lubricity is key, cleanliness and deposit control are also priorities in two-stroke oils.

Most people know two- and four-stroke engines have different lubrication requirements, but many don't know why. The differences in lubrication requirements are a direct result of the differences in the two- and four-stroke combustion processes.

Four-stroke engines common in automotive applications are continuously lubricated by a single source of filtered oil. Two-stroke engines, however, are lubricated by oil that is consumed during the combustion process. In addition, combustion occurs on every revolution of the crankshaft in a two-stroke application, compared to every-other revolution in a four-stroke engine, which generates more heat and places greater demand on the lubricant. The oil burned in the two-stroke combustion process can leave deposits on the piston crown, skirts and ring grooves. Two-stroke oil must be formulated to burn as cleanly as possible and control deposit formation; excessive deposits can result in engine failure. The high heat and tendency for deposit formation in two-stroke engines necessitate an oil with excellent lubricity, detergency and ability to prevent pre-ignition.

Lubricity describes an oil's friction-reduction properties. Lubricity is critical for managing the excess heat and high operating rpm common in two-stroke engines. High heat is generated not only from the rapid combustion process, but also from piston-to-cylinder friction. Two-stroke applications require a lubricant that withstands the heat. If the oil burns off too easily from combustion or does not provide the needed lubricity for piston lubrication, piston scuffing will occur, causing lost performance and even engine failure.

Detergency describes a lubricant's ability to control engine deposits. In two-stroke engines, deposit control is especially important on the piston skirt and ring areas in order to prevent ring jacking and

ring sticking. Ring jacking occurs when deposits accumulate behind the piston rings and force them against the cylinder wall, rupturing the lubricant film. Ring sticking is caused by deposit formation on the top and bottom of the ring within the ring groove that prevents the ring from forming a proper seal in the cylinder. If a proper seal is not formed, gases and heat from the combustion process can escape past the piston and burn the protective lubricant off the cylinder wall. This is known as blow-by which, again, results in piston scuffing, lost performance and even engine failure. A quality two-stroke oil must contain enough detergency to prevent engine failure from ring jacking and ring sticking.

Prevention of pre-ignition in the combustion chamber is important for efficient two-stroke operation. If the by-products of burned fuel and oil accumulate inside the combustion chamber, deposits can build on top of the piston (the crown). Piston crown deposits can absorb heat from the burning fuel and oil, creating hot spots that can ignite the fuel/oil mixture before the spark plug fires, which is known as pre-ignition. Pre-ignition can cause the temperatures and pressures in the combustion chamber to rise beyond the failure limits of the piston and head gasket, resulting in catastrophic engine damage. Ultimately, prevention of pre-ignition requires a lubricant carefully formulated with the proper detergent additives in the right amounts for effective deposit control.

The three areas identified – lubricity, detergency and prevention of pre-ignition – are critical to engine operation. There are other areas of importance too, including exhaust port deposit control to keep exhaust valves functioning, fluidity for oil injection systems, miscibility for mixing oil with gasoline at cold temperatures and rust protection for storage. Specifications are in place to help consumers choose

the right oil for their applications. Two-stroke specifications are developed and managed by multiple governing bodies, including the Japanese Automobile Standards Organization (JASO), the International Standards Organization (ISO) and the National Marine Manufacturers Association (NMMA). The American Petroleum Institute (API) also has a specification for two-stroke engine oils. Most of these organizations have adopted standards focused on lubricity, detergency and prevention of pre-ignition.

Of the current two-stroke specifications, NMMA TC-W3 is probably the most well-known. It was developed by marine engine manufacturers for water-cooled outboard engines; however, it has been deemed appropriate for other two-stroke engines by many manufacturers of land-based two-stroke engines. API TC is a long-standing specification that applies to air-cooled engines, which may include those with a radiator. JASO and ISO two-stroke specifications apply to air-cooled engines commonly found on handheld power equipment.

AMSOIL products are tested to ensure they not only meet, but surpass the demands of the engine and operating environment for which they are developed. We recognize the importance of performance and reliability, which is why we engineer our two-stroke oils with high-quality chemistries to exceed industry standards and address specific demands of various two-stroke applications. In general, AMSOIL DOMINATOR® is ideal for two-stroke racing applications; AMSOIL INTERCEPTOR® is ideal for two-stroke recreational equipment; hp Injector® and Saber® Outboard are ideal for two-stroke marine equipment; and Saber Professional is ideal for handheld power equipment. For specific product recommendations and specifications, consult the AMSOIL 2-Cycle Chart (G1988). ■

AMSOIL YEAR IN REVIEW

Several new products and exciting racing and promotional developments highlight an eventful year.

JANUARY

The **Ea® Oil Filter** line is expanded to include a group of filters carrying a 15,000-mile/one-year service interval (EA15K). The new filters expand the number of applications for which AMSOIL recommends an Ea Oil Filter.

AMSOIL-sponsored ice oval racer P.J. Wanderscheid becomes the first four-time AMSOIL Eagle River World Champion.



FEBRUARY

AMSOIL announces a new partnership with Erik Buell Racing (EBR). The deal includes sponsorship of the EBR race team, led by driver Geoff May, in AMA Superbike competition. AMSOIL also becomes EBR's factory-fill motor oil, helping the partnership generate huge publicity and excitement in the motorcycle and racing worlds in only its first year.



MARCH

AMSOIL Racing receives a new home on the World Wide Web at www.amsoilracing.com, providing a dedicated source for everything related to AMSOIL racing and promotional events.

MAY

AMSOIL reformulates and expands the **Signature Series Synthetic Motor Oil** line (ASM, AZO, ASL, ATM) to meet the latest API SN Resource Conserving and ILSAC GF-5 industry specifications. The move completes the definition of three distinct families of passenger car motor oil.

Z-ROD® Synthetic Motor Oil (ZRT, ZRF) is introduced.



JUNE

Building on the success of OE Synthetic Motor Oil, **OE 15W-40 Synthetic Diesel Oil** (OED) brings a standard-drain AMSOIL synthetic diesel oil to the market.

AMSOIL expands its presence in the engine-building market with **Break-In Oil** (BRK).



AUGUST

OE 0W-20 Synthetic Motor Oil (OEZ), **XL 0W-20 Synthetic Motor Oil** (XLZ) and **Signature Series 5W-20 Synthetic Motor Oil** (ALM) are introduced to meet demand for lighter-viscosity oils.

Assembly Lube (EAL) introduces an AMSOIL-quality engine assembly lube to the market.

Team AMSOIL amateur motocross racer Justin Bogle wins the 450 A class championship at the AMA Amateur National Motocross Championships presented by AMSOIL, and later makes his professional motocross debut with Team Geico/AMSOIL/Honda.



SEPTEMBER

To expand its reach into the heavy-duty and commercial markets, AMSOIL introduces **SAE 50 Long-Life Synthetic Transmission Oil** (FTF).

AMSOIL Super Team Pro 2wd driver Chad Hord wins his first AMSOIL Cup.



OCTOBER

The entire **Ea Oil Filter** (EAO, EA15K) line is redesigned using full synthetic media that provides up to twice the contaminant-holding capacity as before.



DECEMBER

The bold new magazine advertising campaign, which began earlier in the fall, continues with a full-page ad in *Popular Mechanics*. Also appearing in *Car & Driver*, ads showcasing the 25,000-mile/12-month drain interval provided by Signature Series Synthetic Motor Oil have now reached tens of millions of readers.



Stationary Natural Gas Engine Oil Provides Improved Performance

Advances in technology and rigorous field testing have allowed AMOIL to reformulate Stationary Natural Gas Engine Oil (ANGS) to provide even-greater protection and performance over extended drain intervals. Field trial testing demonstrates reduced wear and valve recession, decreased equipment maintenance and increased periods between engine rebuilds.

As shown in the graphs, reformulated Stationary Natural Gas Engine Oil demon-

strates superior viscosity and TBN retention over extended drain intervals.

AMOIL Synthetic Stationary Natural Gas Engine Oil delivers continuous protection in stationary natural gas engines calling for an SAE 40 low-ash lubricant. Its shear-stable formula qualifies it as a multi-grade 20W-40 so it can be used over a broad ambient temperature range, reducing the need for seasonal oil changes.



AMOIL Stationary Natural Gas Engine Oil effectively maintains its protective viscosity and TBN, ensuring consistent protection throughout extended drain intervals.

Synthetic Stationary Natural Gas Engine Oil

Stock #	Units	Pkg./Size	Comm. Credits.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
ANGS05	EA	(1) 5-gal. Pail	107.37	160.25	213.15	171.80	228.60
ANGS55	EA	(1) 55-gal. Drum	918.56	1,611.50	1,982.15	1,729.00	2,127.00
ANGS27	EA	(1) 275-gal. Tote	4,416.50	8,030.00	9,876.90	8,613.00	10,594.00

Controls Wear

AMOIL Synthetic Stationary Natural Gas Engine Oil is formulated with low sulfated ash to minimize carbon deposits and port blockage, resulting in reduced maintenance and extended equipment life. Advanced anti-wear and anti-scuff protection helps control valve recession and wear on piston rings, cylinder liners and bearings during continuous severe-service operation in stationary natural gas engines.

Keeps Engines Clean

AMOIL Synthetic Stationary Natural Gas Engine Oil is engineered with premium base oils and additives to improve engine lubrication by keeping oil passages cleaner. Its balanced formula allows for a high total base number (TBN) to protect against corrosion while meeting low ash requirements.

Controls Nitration

Nitration is a common concern in natural gas engines and can cause oil to thicken, reducing operational efficiency. AMOIL Synthetic Stationary Natural Gas Engine Oil is naturally resistant to nitration, delivering maximum protection in natural gas engines.

Protects Emission Systems

AMOIL Synthetic Stationary Natural Gas Engine Oil is formulated with low zinc and phosphorus levels to prolong the life of emission catalyst systems without sacrificing wear protection.

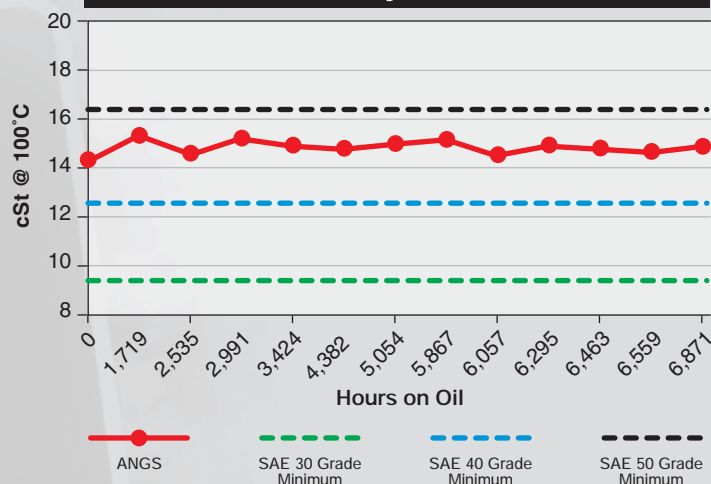
Delivers Continuous Protection

AMOIL Stationary Natural Gas Engine Oil is a long life oil that has demonstrated extended drain interval capabilities when carefully monitored by an oil analysis program. When extending oil drain intervals, change the oil filter at the engine manufacturer's recommended interval.

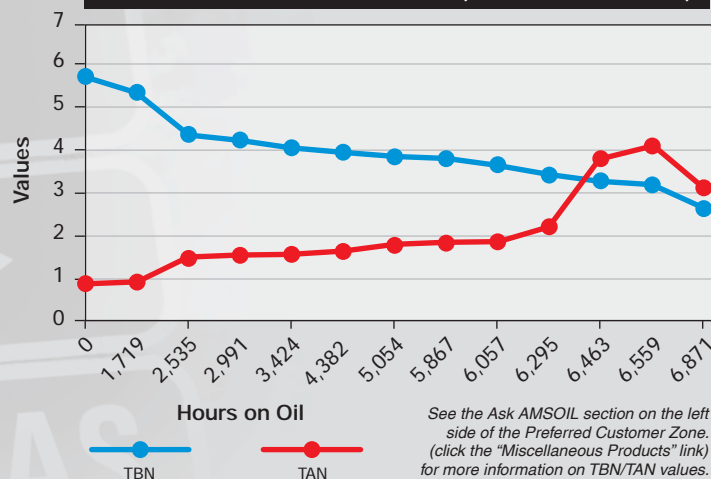
Applications

AMOIL Synthetic Stationary Natural Gas Engine Oil is recommended in four-stroke and select two-stroke natural-gas-fueled stationary engines that require low-ash (<.50%) engine oil.

Oil Viscosity (ASTM D-445)



Total Acid & Base Numbers (ASTM D-2896 & 664)



See the Ask AMOIL section on the left side of the Preferred Customer Zone. (click the "Miscellaneous Products" link for more information on TBN/TAN values.)

Automotive Aftermarket Shines at 2011 SEMA Show

The SEMA Show in Las Vegas is the premier automotive specialty products trade event in the world, drawing the industry's brightest minds and hottest products to one place. More than 3,000 journalists from all over the world invade the Las Vegas Convention Center for the week, stuffing their digital cameras with images that will appear in automotive magazines for the year to come. In addition to the opportunity to see hot cars, the SEMA Show provides attendees with educational seminars, product demonstrations, special events, networking opportunities and more.

SEMA is more than just a trade show; it's an entire association representing 6,500 companies that contribute to the automotive industry in a variety of ways. Manufacturers, distributors, publishing companies, car clubs and even everyday auto enthusiasts benefit from the efforts of the SEMA organization. Over 135,000 attendees turned out to exchange ideas, transact business and experience the cutting edge of the automotive aftermarket.

TOP: Richard Andrews' custom 350Z Widebody Twin Turbo uses AMSOIL lubricants throughout to ensure it performs as good as it looks.

RIGHT: GM's current LS family of V-8 engines is the hottest product to hit the aftermarket since the original small-block Chevy.

The 2011 SEMA Show featured over one million square feet of show space divided into 12 sections. Throughout the duration of the show, spectators were granted access to miles of displays and innovative technology. Only the best project builders in the world are selected to showcase their workmanship at a show of this magnitude, and more than 1,000 feature vehicles were on display.

AMSOIL was well-represented at the 2011 SEMA Show. Several dozen feature vehicles displayed AMSOIL logos and had AMSOIL synthetic lubricants installed, including numerous imports, muscle cars and trucks. In addition, a dozen AMSOIL products were displayed in the New Product Showcase. ■

ON THE



WITH JEREMY MEYER

This might seem a bit cliché, but with the holiday season upon us and a new year just around the corner, maybe it's time to give a little thanks for the 2011 racing season.

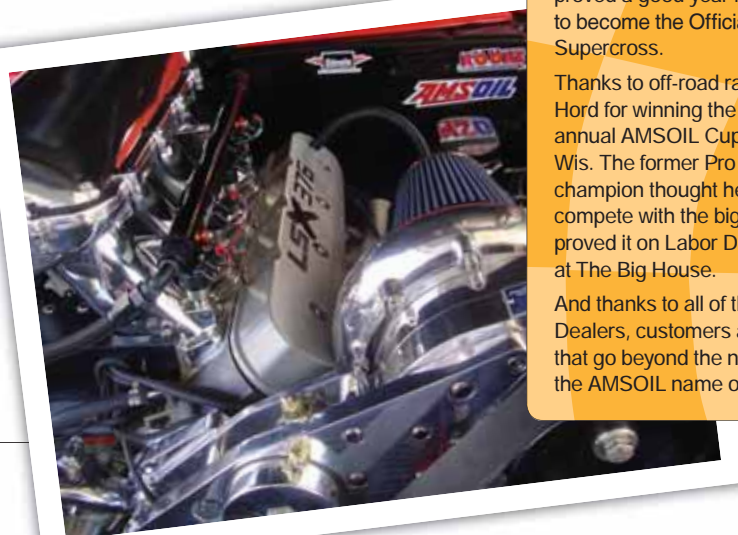
Thanks to oval ice racer P.J. Wunderscheid for setting the tone early this year with his fourth AMSOIL World Championship. P.J. is the only person to win the historic event four times.

Thanks to Erik Buell for chasing the American dream, starting up Erik Buell Racing and fielding the EBR/AMSOIL Superbike team. A sport bike made in the United States? Sounds like a good idea to all of us at AMSOIL.

Thanks to the Factory Connection/AMSOIL team for delivering another Supercross championship. With Justin Barcia taking the East Coast Lites title, it proved a good year for AMSOIL to become the Official Oil of Supercross.

Thanks to off-road racer Chad Hord for winning the second annual AMSOIL Cup in Crandon, Wis. The former Pro Light champion thought he could compete with the big boys, and proved it on Labor Day weekend at The Big House.

And thanks to all of the AMSOIL Dealers, customers and racers that go beyond the norm to put the AMSOIL name out front.





First Run of the AMSOIL Super Chevy Best of the Best a Success

In February AMSOIL announced its partnership with *Super Chevy* magazine to present the inaugural AMSOIL Super Chevy Best of the Best program at *Super Chevy* shows across the country. Hosted at local racetracks, the events bring high-powered racing, swap meets, car shows and much more to Chevy and GM brand enthusiasts.

At each of the 12 Best of the Best shows, *Super Chevy* editors selected the best vehicles from the Chevelle, Camaro, Tri-Five, Full-Size and Nova categories. From there, readers select five in each category to advance to the final vote.

With the Best of the Best schedule completed, and thousands of reader votes generated, 12 Chevys in each group are awaiting the final vote to determine the ultimate Best of the Best in each respective category. The final winners receive an AMSOIL Super Chevy Best of the Best plaque, \$500 in AMSOIL products and bragging rights. As of press time, voting was still open. Winners will be announced at www.amsoilracing.com.

The AMSOIL Super Chevy Best of the Best contest has been covered in its entirety on the AMSOIL Racing website, and has received extensive coverage in *Super Chevy* magazine and on the *Super Chevy* website. ■



Mike Yale's 1970 Restomod: Baytown, TX Camaro category winner



Kirk Marshall's 1968 Caprice: Baytown, TX Full-Size category winner



Keith Palmer's 1966 Chevelle: Baytown, TX Chevelle category winner



Craig Smith's 1956 Utility Sedan: Baytown, TX Tri-Five category winner



Charlie Marino's 1967 Nova: Baytown, TX Nova category winner

Holiday Closings

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, December 26 for Christmas Day and Monday, January 2 for New Year's Day. The Toronto Distribution Center will be closed Tuesday, December 27 for Boxing Day.

AMSOIL Maintains Freight Rates with UPS SurePostSM

AMSOIL INC. recently began using UPS SurePost to ship packages between 1-10 pounds (excluding oil products and fuel additives). Primary usage is for the shipping of literature, aftermarket products and ALTRUM vitamins out of Superior. The program allows AMSOIL to maintain its freight rates, with rates remaining unchanged for the fourth consecutive year.

Packages shipped through the UPS SurePost program are transported through the UPS ground network until reaching the customer's local post office; the postal service makes final delivery to the customer's address. Transit time is between 2-7 days, and packages may be tracked on ups.com.

Expanded Edmonton and Chicago Distribution Centers to Open in New Locations

Company growth has prompted AMSOIL to expand five distribution centers. The expanded Edmonton and Chicago distribution centers will be opening in new locations, while the Richmond, Toronto and Dallas distribution center expansions have been completed at their current locations.

The new Edmonton Distribution Center increases space from 6,600 square feet to just over 14,000 square feet and is located one block away from the current location; the new address is 14328 – 121A Avenue, Edmonton, Alberta. The current distribution center will close at noon on Friday, December 16, and the new facility will open the morning of Monday, December 19.

The new Chicago Distribution Center increases space from 11,000 square feet to 19,000 square feet and is located two miles away from the current location; the new address is 485 Thomas Drive, Bensenville, IL 60106. The current distribution center will close at noon on Friday, January 6, and the new facility will open the morning of Monday, January 9.

DEALERSHIP OPPORTUNITIES AVAILABLE

Be your own boss. Full-time or part-time, an AMSOIL Dealership is the ideal business opportunity. No quotas to fill. No inventory requirements. Contact your sponsoring Dealer or see the Preferred Customer Zone for more information. To upgrade to Dealer, click the "Opportunities" link at the top of www.amsoil.com (while logged into the Preferred Customer Zone) or order or download a Change of Status Form (G18US in the U.S., G18UC in Canada) from the Preferred Customer Zone.



15W-40 Synthetic Blend Gasoline & Diesel Oil Discontinued, Available at Discounted Pricing

With the growing popularity of AMSOIL OE 15W-40 Synthetic Diesel Oil (OED), AMSOIL 15W-40 Synthetic Blend Gasoline & Diesel Oil (PCO) is discontinued and available while supplies last. Effective December 1, remaining inventory is available at a 25 percent discount. As a full synthetic, AMSOIL OE Synthetic Diesel Oil offers benefits beyond those offered by AMSOIL Synthetic Blend Diesel Oil. It is formulated to meet the most current API specification, CJ-4, and is suitable for use in both modern and older diesel engines. AMSOIL Synthetic Blend Gasoline & Diesel Oil, on the other hand, only meets the previous API specification, CI-4+. OE Diesel Oil also is available at a lower cost than AMSOIL Synthetic Blend Gasoline & Diesel Oil.

Stock #	Units	Pkg./Size	Comm. Credits	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
PCOQT	EA	1 Quart	3.15	4.80	6.30	5.15	6.70
PCOQT	CA	12 Quarts	37.80	54.79	74.00	58.80	79.20
PCO1G	EA	1 Gallon	12.29	18.75	24.45	19.95	26.05
PCO1G	CA	4 Gallons	49.16	71.25	96.20	76.00	102.60
PCOTP	EA	(1) 2.5 Gallon	29.33	46.00	59.25	49.05	63.20
PCOTP	CA	(2) 2.5 Gallons	58.67	87.56	116.50	93.40	124.40
PCO30	EA	30-gal. Drum	290.25	483.75	604.70	517.00	646.00
PCO55	EA	55-gal. Drum	484.36	849.75	1045.20	907.00	1116.00
PCO27	EA	275-gal. Tote	2325.47	4228.13	5200.60	4512.00	5550.00



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ATVs with four-stroke engines are typically used in a wide range of operating conditions and temperatures, from off-road to utility use, both summer and winter. ATV oils must have good wet-clutch compatibility and offer good rust and corrosion protection. The number-one concern with two-stroke snowmobile engines is power valve performance. Because exhaust port valves can stick if oil cannot keep carbon formation down, the oil must burn clean while offering excellent wear protection.

Wear protection is also important in diesel engines, especially those handling high loads. Diesel oils also must control soot while minimizing oil consumption. Because lawn mowers and other small engines are air-cooled, small engine oils must be able to reduce the heat these engines generate.

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December 2011

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As the holidays approach, remember that AMSOIL products make outstanding gifts. Keep your friends' and relatives' vehicles and equipment well-protected throughout the year by giving AMSOIL products or an AMSOIL oil change. Maybe you have a friend or family member with a four-wheeler, snowmobile

or motorcycle that would enjoy a bottle or two of Quickshot® to get it into the holiday spirit. AMSOIL also offers a wide selection of high-quality clothing and promotional items, perfect for that hard-to-shop-for person. AMSOIL normally ships orders within two business days, so be sure to place orders in time for Christmas.



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